

Granite State Clean Cities

Green your Fleet!

June 6, 2014

# True Confessions

- ⦿ I am not a fleet manager
- ⦿ I am not a mechanic
- ⦿ I know the difference between a truck and a hot rock.....The truck bends in the middle and makes more noise
- ⦿ I manage most of the trucking and recycling operations in Maine for Pine Tree Waste
- ⦿ Most of my time is spent on marketing and sales

# Why am I here

- As a company we made a decision to walk away from a traditional solid waste business model (also know as own a landfill and get rich) and become an environmental management company
- The waste stream was being redirected into recycling, composting etc. and landfills cannot survive without volume.
- I would like to share with you what that decision did for us as a company

# I grew up in the 1950's

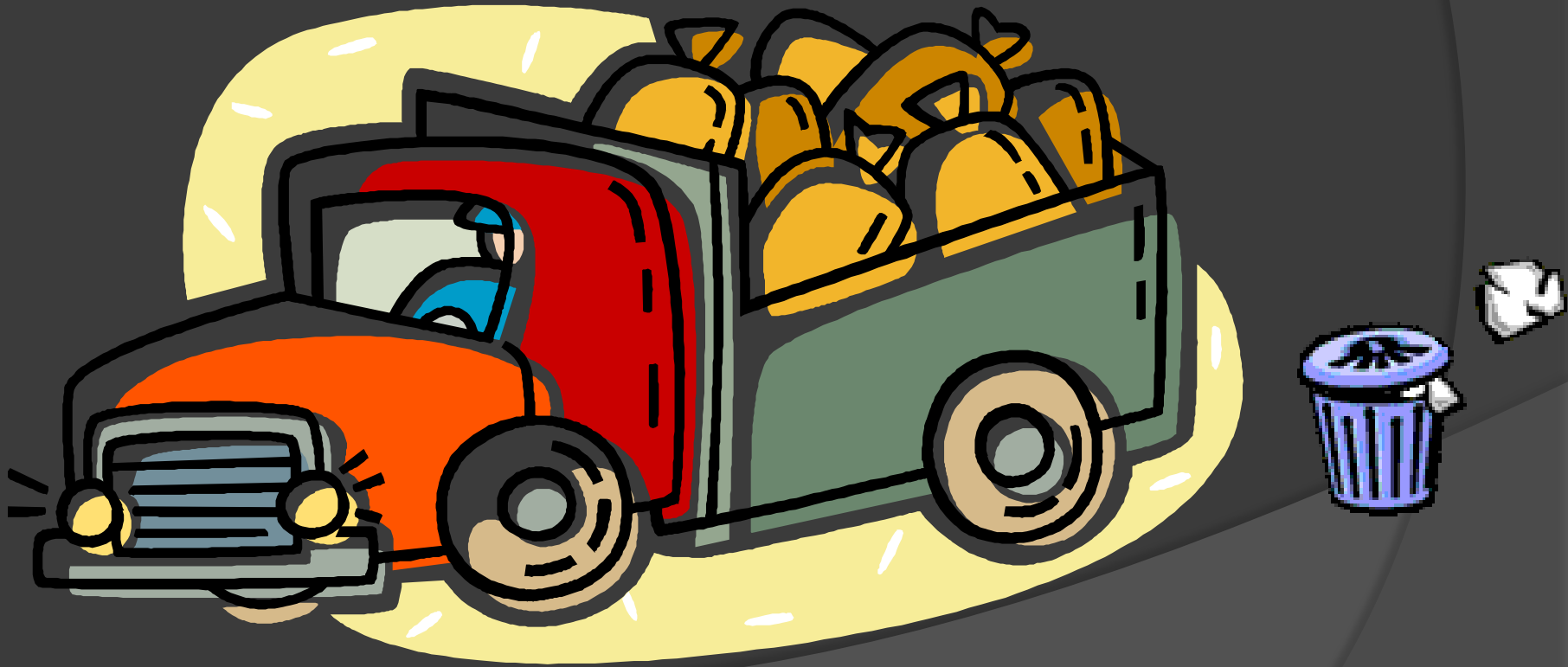


My brother and I shared a  
daily chore of taking out the  
trash

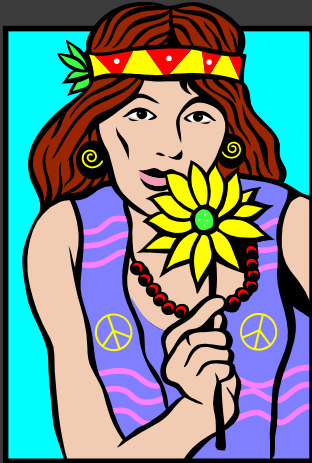


I had to take the material that would burn to our backyard and put it in our backyard incinerator

My brother took out the wet waste in a small can and it was picked up by Mr. Pinkard and taken to his pig farm

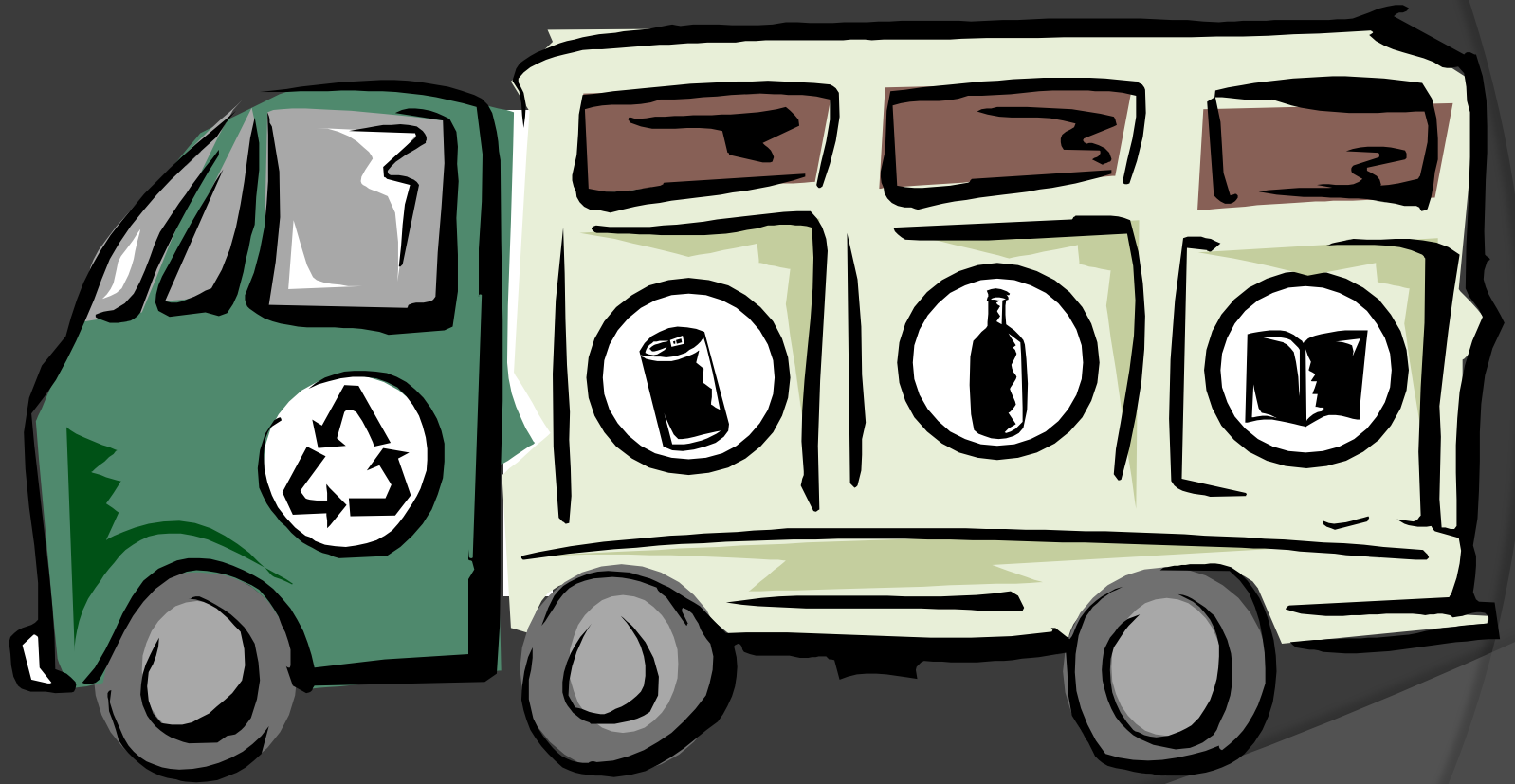


Social conscience and at least some science started the trend towards saving the planet in the late 1970's





And so the recycling truck was  
born



# Some Of Our Decisions

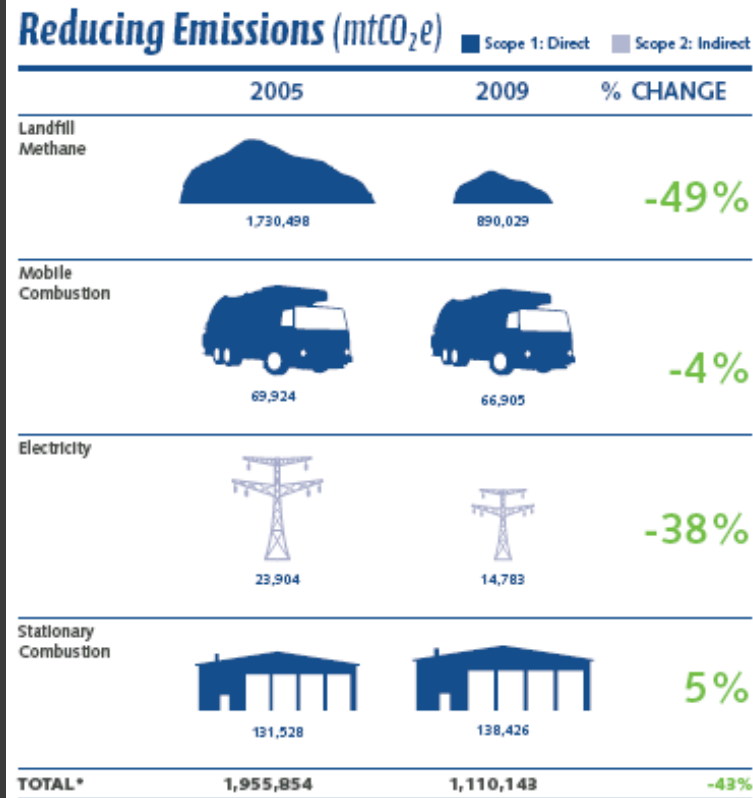
- ⦿ All new trucks we invest in run on some sort of alternative fuel
- ⦿ We set goals for reducing our carbon footprint
- ⦿ We own and operate 3 anaerobic digester facilities
- ⦿ We have designed and built a number of MRFs both large and small
- ⦿ We make and sell organic fertilizer and soil amendment products
- ⦿ We are the only collection company that is a licensed E-Waste Consolidator

**CLEAN & QUIET**  
POWERED BY NATURAL GAS



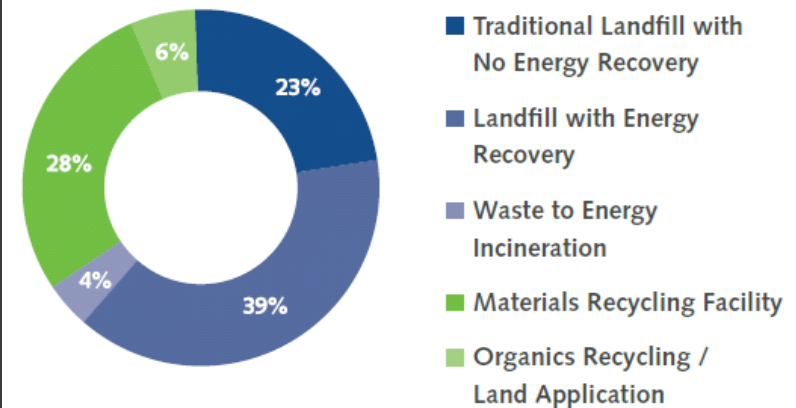
[CASELLA.COM/CNG](http://CASELLA.COM/CNG)

# Achieving Carbon Neutrality



- We make our customer's carbon footprint smaller by reducing our own.

- We have been tracking our own carbon footprint since 2003 and can provide assistance in helping you track your own.



# What has this done for us

- In my operation market there is little to no growth and the economy of the last few years has been tough.
- So you take business from competitors or offer existing customers more service
- We have grown from \$13MM per year to \$40MM per year now.



# We Moved To Bio Diesel Last Year

- ⦿ There are no commercial filling stations for CNG in Maine
- ⦿ Although we are in design phase to build our own that is several years out
- ⦿ Forward momentum needs to be maintained to continue market differentiation

# What We Have Learned

- ⦿ Filters on your tanks are important
- ⦿ We ran B20 and had no problems at all
- ⦿ Our only problem story
- ⦿ Where you buy and who you work with makes all the difference in the world

# Questions

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